



CITY OF PACIFIC GROVE
300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO: HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL
FROM: James Colangelo, City Manager
MEETING DATE: October 18, 2006
SUBJECT: CONSIDER REQUEST FROM THE DOWNTOWN BUSINESS IMPROVEMENT DISTRICT FOR USE OF FUNDS TO COMPLETE PROJECTS IN THE DOWNTOWN AREA

RECOMMENDATION:

Support the request from the BID, and direct staff to work with the BID to develop specific proposals for future Council consideration to implement the projects.

DISCUSSION:

The Business Improvement District (BID) has presented a list of projects to improve the appearance of the downtown area (see attachment). These projects include new street light standards, flowers, street trees, banners and possible intersection improvements. Funding for the request is proposed to come from the BID budget, the Yount Trust Fund, and possible grants.

It is believed that these projects will assist in improving the look of the downtown area, and hopefully increase the number of people shopping in the area, to assist the retention of existing businesses, as well as attracting new businesses.

Council approval of this action would give conceptual approval of the BID's request and direct staff to work with the BID to develop specific proposals to implement the projects. Those items requiring additional Council action would be brought back at a later date for formal consideration.

FISCAL IMPACT:

In fiscal year 2004-05, \$20,000 of Yount Trust income was transferred to the Public Safety Augmentation Fund to pay for 911 services. This is not an allowable expense under the terms of the Yount Trust, and the \$20,000 needs to be transferred back to the Yount Trust. With this reimbursement, the Yount Trust will have sufficient funds to pay for a portion of the planned improvements.

RESPECTFULLY SUBMITTED:

James J. Colangelo

Digitally signed: I have reviewed this document

James J. Colangelo
CITY MANAGER

Business District Improvements

Light Standards

Uninstalled City fixtures to replace existing fixtures on Fountain and Grand Streets

5 @ \$6,000 ea. = \$30,000.00

BID to contribute **\$ 5,000.00** from 2005-2006 Professional budget

BID to contribute **\$ 5,000.00** from @006-7 Dist. Improvement budget

City to contribute \$20,000.00 from Yount Trust 2005-6 Budget

Additional 5 standards – Grant applied for by City

Flower Baskets and Planters

10 Baskets @ \$200 ea. = **\$2,000.00** (Includes new arms if required)

BID to contribute \$2,000.00 from Dist. Improvement budget

City to maintain out of Yount Trust Funds allocated \$18,000 for 2006-7
Downtown maintenance

6 Additional Concrete Street Planters @ \$500 ea = **\$3,000.00**

BID to contribute from Dist Improvement budget

Banners

30 Banners @ \$50.00 ea. = **\$1,500.00**

BID to contribute Dist. Improvement budget

Street Trees

Replace existing dead or dying trees, shape trees to expose store signs, increase planting on side streets.

City funded from Beautification and Yount Trust.

Intersection Improvements

Change in paving with interlocking block

City to apply for Grant